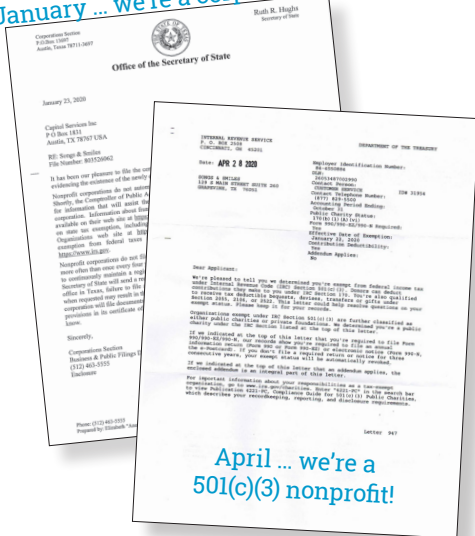


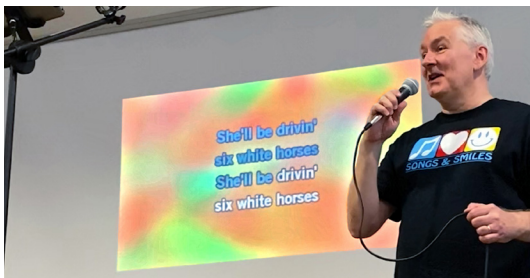


Songs & Smiles co-founders Eric and Sheryl Kolb with Sheryl's mom, Trish, in 2017, sharing a moment of joy during the Alzheimer's journey. Eric and Sheryl helped care for Trish from the time of her diagnosis in 2008 until Alzheimer's took her life in 2019.

January ... we're a corporation!



April ... we're a 501(c)(3) nonprofit!



Singing at a memory care facility in early 2020

Looking Back at 2020

Getting Started

Alzheimer's destroys a person's connection with their own memories. But too often, the disease also destroys connections between people. Many caregivers end up going it alone, with little or no support from friends and family.

In 2020, Songs & Smiles started working to support all those who find themselves facing the challenges of Alzheimer's.

Our Mission

Keeping Families Connected During the Alzheimer's Journey

Our Focus

We focus on care, not the cure. We focus on providing practical and positive care. We focus on supporting primary caregivers by involving family, friends, and communities.

We focus on joy. We know the pain and frustration of caring for a loved one who has Alzheimer's. But we also know the joy of caring and connecting during the journey.

Our Launch

- Jan. 2: Eric leads a singalong for residents of a local memory care facility. He continues leading 1 or 2 live singalongs each week until March 10.
- Jan. 22: Certificate of Formation filed with Secretary of State of Texas, establishing Songs & Smiles as a domestic nonprofit corporation.
- Feb. 18: Board of Directors approves organizational consent and the corporation's bylaws.
- March 25: Form 1023 (Application for Recognition of Exemption) filed with Internal Revenue Service.
- April 28: IRS grants tax-exempt status as a 501(c)(3) nonprofit corporation classified as a public charity.
- July 31: Completed all required charitable solicitation licensing with 50 states and the District of Columbia.
- Aug. 1: Launched songsandsmiles.com website.
- Sept. 15: Began first fundraising campaign.
- Nov. 20: Earned a Gold Seal of Transparency on the GuideStar nonprofit profile platform.





A website article Eric wrote titled "Talking With Someone Who Has Alzheimer's" received 1,550 pageviews in 2020.



Color laser printer paid for by COVID Recovery Fund Grant from TechSoup.



Eric was interviewed on the Dec. 3 episode of "A Season of Caring" podcast.



Our first Singalong Show, published Dec. 16, is available on our website, Vimeo, and YouTube.

Looking Back at 2020

Making Connections

We value connections. Our programming is designed to help people who have Alzheimer's better connect with their own memories and with their families, friends, and communities. Songs & Smiles connects with donors and other organizations to better reach caregivers and families.

Connecting With Donors

- June 12: First outside donation received.
- Aug. 8: First donation through songsandsmiles.com.
- Aug. 16: First donation through PayPal Giving Fund.
- Aug. 26: First recurring donation set up on website.
- Sept. 2: First donation through Facebook fundraiser.
- Nov. 30: TechSoup COVID Recovery Fund Grant provides a Zoom Pro account and a color laser printer.
- Dec. 1: First donation through GoFundMe Charity.

Connecting With Other Organizations

- Established connections with organizational leaders at Casa de Vida, DAWN Method, Caring Hands Ministry, and Radman Aging Life Strategies.
- Dec. 3: Eric is a guest on "A Season of Caring" podcast.

Connecting With Caregivers and Families


- Website viewed by 2,358 unique visitors. Visitors came from all 50 states plus the United Kingdom, Canada, and several other foreign countries.
- Published 17 website articles. Our most-read article, "Talking With Someone Who Has Alzheimer's," received 1,550 pageviews.
- Published 22 singalong song videos.
- Dec. 16: Debuted our first virtual Singalong Show.
- Social Media followers and total reach as of Dec. 31:
 - Facebook: 171 followers, 12,000+ people reached
 - Instagram: 103 followers, thousands of impressions
 - Twitter: 91 followers, 42,000+ impressions
 - YouTube: 6 subscribers, 272 video views

Looking Back at 2020

Impacting Lives

We started the year with plans for a growing number of live singalongs and workshops at care facilities and community venues. The pandemic forced us to change course, but we continue to impact lives through online offerings and the development of our virtual singalongs.


Comment on the Songs & Smiles website, following an article Eric wrote titled "Learning to Face Alzheimer's With Joy"



Melissa hill on August 13, 2020 at 10:39 am

Thank you for sharing your story. As I sit here with my mama, who has suffered with memory loss/dementia for many years, your story reminds me to find the joy as we travel down this path together. I know I am privileged to spend each Thursday with my mom. However, there are days I allow fear to overtake my joy.


Comment on the Songs & Smiles website, following an article Eric wrote titled "Talking With Someone Who Has Alzheimer's"





GN on December 26, 2020 at 8:05 pm


Thank you SO MUCH for this easy to remember list of things to remember in our conversations! I found them very helpful when my father-in-law came to visit over Christmas.

Comments on Facebook, following a post about talking with someone who has Alzheimer's




Myrna Jones
Wish I would have had this information years ago.
[Like](#) · [Reply](#) · [Message](#) · 17w  1



Diane Graf
Excellent advice. It is also a wonderful tool for people who work with individuals with Alzheimer's. Thank you.
[Like](#) · [Reply](#) · [Message](#) · 17w  2

Comment on LinkedIn, following a post about singalongs



Dale Miller · 2nd
Software Configuration Analyst 1w ...

Eric and Sheryl, I still think about your visit with Susan and me at All Saints Memory Care in Madison, WI. When you sang Sue's face had a smile that made me so happy to see. Thank you for visiting us!